IT Unit 4

Topic 2

# Information management

**Information management strategies** (Informatics, p 252 - 256)

1. Why is information important to organisations?

* Information can asset in many decisions in a business and a lot other. Information is keep in finding a market for your product or services.

1. List the issues may arise for an organisation that collects data?

* How we protect information
* How we store it
* How we destroy it
* What are the correct use of it
* How much information is necessary and what might be surplus
* What information do we own and how much can be shared

1. What opportunities can be gained from the of appropriate information management strategies?

* A business with organizes data well can take advantage of trends and opportunism to increase their profit margins.

1. Information management strategies: Elaborate on each of the following:
   1. Maximising opportunities

* Large data sets promote competitive, productivity growth and innovation. Using data help business make smart and better decisions.
  1. Minimising risk, what strategies can be used to minimise the risk?
* Data can be easily stolen in modern times as out threats are common among business. People who steal data will give it to other business giving them a competitive advantage.
* Securing computers, servers and wireless networks
* Securing passwords

Ensuring staff are familiar with policy and protocols

* 1. Legal obligations, why have legal obligations increased rapidly in recent years?
* When business collect data they have to so under legal method of using it and presenting it also keep certain data privacy up to date.

**Think about informatics, 5.3 Data mining**. Complete the 4 questions on p 254.

1. What are the advantages of data mining?

* stuff

1. What opportunities can open up by using big data?
2. Why would a customer want to be tracked down based on what they buy at a particular store?
3. What are the privacy issues associated with data mining?

* Some data mining can be through personal data of individuals which can go again privacy laws